



ORDER

Flight Dates **09/27/12-10/03/12**

Contract / Revision **310842 /**
Original Date / Revision
 09/12/12 09/24/12
Advertiser **Paton / Republican / Congre**

Agency **Strategic Media Services**
Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product
Paton for Congress

Agency Com 15%
Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:13:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 16% Market Value 122500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	1%	1225
KDRX	%	0
KPHO	26%	31850
KPNX	18%	22050
KPPX	%	0
KSAZ	21%	25725
KTVK	18%	22050
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	17	\$6,417.50	\$7,550.00	0.00	08/27/12	09/30/12	17	\$6,417.50	\$7,550.00
October 2012	18	\$10,242.50	\$12,050.00	0.00	10/01/12	10/03/12	18	\$10,242.50	\$12,050.00
Totals	35	\$16,660.00	\$19,600.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/27/12	09/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	---TF--	2		\$250.00		0.00					
N 2	KNXV	10/01/12	10/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	MT-----	2		\$250.00		0.00					



KNXV

Print Date: 09/24/12

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Hiatus Dates

Original Date / Revision 09/12/12/ 09/24/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	09/27/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$250.00		0.00			
N 4	KNXV	10/02/12	10/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TW----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TW----					2	\$250.00		0.00			
N 5	KNXV	09/27/12	09/27/12	M-F 10am-11am The View	CM	10am-11am	---T---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$450.00		0.00			
N 6	KNXV	10/02/12	10/02/12	M-F 10am-11am The View	CM	10am-11am	-T-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$450.00		0.00			
N 7	KNXV	09/27/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$350.00		0.00			
N 8	KNXV	10/02/12	10/03/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-TW----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TW----					2	\$350.00		0.00			
N 9	KNXV	09/28/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$550.00		0.00			
N 10	KNXV	10/01/12	10/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					3	\$550.00		0.00			
N 11	KNXV	09/27/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		Rate revised from \$550 due to LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$500.00		0.00			
N 12	KNXV	10/02/12	10/03/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TW----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TW----					2	\$550.00		0.00			
N 13	KNXV	09/27/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	---TF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$650.00		0.00			
N 14	KNXV	10/01/12	10/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					3	\$650.00		0.00			
N 15	KNXV	09/28/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00



KNXV

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Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	09/28/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--					1	\$850.00		0.00				
N 16	KNXV	10/01/12	10/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00				
N 17	KNXV	10/02/12	10/02/12	Tuesday Prime A Tuesday Prime A	CM	7pm-8pm	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----					1	\$3,500.00		0.00				
N 18	KNXV	09/30/12	09/30/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S					1	\$350.00		0.00				
N 19	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		Rate revised from \$350 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S					1	\$250.00		0.00				
N 20	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S					1	\$850.00		0.00				
N 21	KNXV	09/29/12	09/29/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		Rate revised from \$350 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-					1	\$250.00		0.00				
														Totals	35	\$19,600.00

*Tax 1 Note: Tax 0.5%.

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